

**African American**  
Quit Line Data Summary  
January 1 - March 31, 2003

	<b>African Amer.</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 156</b>	<b>N = 4,042</b>
<b>Percent of Statewide Calls</b>	5.1%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	3.2%	100.0%

  

	<b>African Am. %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 155</b>	<b>N = 3,581</b>
Female	62.6%	62.2%
Male	37.4%	37.8%
<b>Race/Ethnicity</b>	<b>N = 156</b>	<b>N = 3,087</b>
African American	100.0%	5.1%
<b>Age</b>	<b>N = 153</b>	<b>N = 3,298</b>
Less than 18 years old	0.7%	1.8%
18 - 24 years old	13.7%	14.6%
25 - 34 years old	20.9%	23.1%
35 - 44 years old	31.4%	27.0%
45 years and older	33.3%	33.5%
<b>Education</b>	<b>N = 153</b>	<b>N = 3,197</b>
Did not graduate high school	21.6%	19.2%
High school graduate	29.4%	32.7%
Some college/vocational school	37.9%	36.6%
College graduate	11.1%	11.4%
<b>Caller Type</b>	<b>N = 153</b>	<b>N = 3,656</b>
General Information	0.7%	9.4%
Health care provider	0.0%	3.2%
Tobacco user	99.3%	87.4%
<b>Payer Type</b>	<b>N = 128</b>	<b>N = 2,529</b>
Insured	38.3%	36.7%
Uninsured	23.4%	29.6%
Medicaid	38.3%	33.7%
<b>Heard About</b>	<b>N = 140</b>	<b>N = 3,148</b>
Past caller	7.9%	9.1%
Employer/worksites	1.4%	0.7%
Health care provider	24.3%	24.8%
Television	20.7%	18.3%
Outdoor advertisement (billboard/bus/wall)	3.6%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	10.7%	1.9%
Newspaper/Magazine	2.9%	2.5%
Brochure/Newsletter	7.1%	8.2%
Family or friend	17.9%	24.2%
Health Department	2.9%	4.5%
School	0.7%	0.7%